

Strategic Planning & Cases Course Summary Portfolio

This collection of coursework focuses on campaign planning, administration, crisis communication, and issues management, encompassing research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. The following project portfolio showcases a range of student-driven initiatives that engaged with SCYP community partner identified needs to create strategic and communications plans across a variety of topic areas.



What is the Sustainable City Year Program?

The Sustainable City Year Program is an innovative university-community partnership program founded by the Sustainable Cities Institute at the University of Oregon in 2009-10. In this unique model, existing courses, faculty, and students from across campus are purposefully directed toward a single Oregon community over an academic year to address vexing issues identified by the partner. SCYP and the students, faculty, and communities it engages with are an example of Oregon innovation, leadership, and how leveraging resources can contribute to meaningful, additional, and society-wide value. SCYP creates a conduit for translating knowledge into practice, and provides significant workforce development opportunities for students, adding 'hard' and 'soft' skills and hands-on experience to all levels of students' education.





FALL 2023

Image Credit: Ron Cooper

Volunteerism & Civic Engagement The Next Wave

Partner: City of Salem
Instructor: Dean Mundy

Project Description: Students worked with the City of Salem to develop outreach campaigns to address the City's volunteerism and community engagement needs. Student teams developed campaign plans for distinct target audiences with two shared common goals: enhancing the volunteer base via social media and increasing outreach accessibility for all demographics. They conducted primary and secondary research on Salem's volunteerism and demographics to inform their strategies.

Recommendations: Based on the target demographics of Gen-Z/young adults ages 14-24 and the Hispanic/Latinx community, some recommendations for the campaign included:

- Partner with local high schools and universities to increase awareness and involvement among the target demographics, utilizing surveys, giveaways, and sponsored events tailored to the interests and preferences of these groups.
- Collaborate with Center 50+ to expand the WOW program into new neighborhoods. Engage younger participants in van and driving services, fostering intergenerational connections and community involvement.
- Ensure equal accessibility by providing materials in Spanish and culturally appropriate languages. Utilize social media, flyers, and surveys with translations to reach diverse segments of the population.
- Expand Salem's social media presence by hiring an intern and leveraging tools like Canva to streamline posting processes. This will increase visibility and engagement with the target demographics while reducing staff workload.

Students suggested implementing these recommendations within a timeline ranging from four to 12 months and a maximum budget of \$4,700 will help maximize the impact of the campaign and promote volunteerism and community engagement across Salem.



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FALL 2016

Historic Preservation and Revitalization of Albany

Partner: City of Albany

Instructor: Kelli Matthews

Project Description: The City of Albany Historic Preservation Program aimed to enhance involvement, interest, and awareness in historic preservation while strengthening ties with Albany Heritage All-Star Community agencies. Students developed strategic communication plans addressing various aspects such as history, analyses, audits, problem statements, key publics, and more. Key strategies included redesigning the program's website, improving communication with heritage agencies, increasing outreach to homeowners and stakeholders via multiple channels, expanding events during Historic Preservation Month, and updating relevant regulations.

Recommendations: The students recommended four main strategies to increase residents' awareness and involvement in Albany's Historic Preservation Program.

Community Outreach and Involvement

- Establish a historic homeowner advisory board.
- Form individual historic district neighborhood associations.
- Send monthly emails with updates and event listings.
- Organize public forums with the Landmarks Advisory Commission.
- Organize a "Race Through History" 5k and historical scavenger hunt during Historic Preservation Month.

Marketing and Program Materials

- Create and distribute comprehensive Historic Preservation Program information, including policies and regulations.
- Develop an online interactive map.
- Produce a newsletter.
- Design historic property fact sheets and pamphlets.

Special Events

- Organize a "Meet your neighbors" social for historic homeowners.
- Collaborate with the Albany Visitors Association to conduct historic homeowner tours.
- Host historic home holiday-themed exterior decorating contests.
- Arrange networking events for contractors, realtors, and developers with educational presentations.

Media and Website

- Implement a historic-focused event calendar on the city website.
- Publish blog posts featuring historic homeowners and their properties.
- Distribute online newsletters.
- Compile media lists for local and regional outlets.



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SPRING 2015

The Eastside Blue Line Manifesto

Partner: City of Portland

Instructor: Deborah Morrison

Project Description: The project revolves around improving communication between TriMet, the public transportation agency serving the Portland metropolitan area, and the residents of Gresham and the Eastside. The goal is to enhance the overall user experience and strengthen community connections. The project team conducted thorough research, including visits to Gresham, to immerse themselves in the community and gain insights into the diverse population's needs and challenges. The project aims to provide recommendations and strategies for TriMet to better engage with the community and establish itself as an indispensable part of residents' lives.

Recommendations: The recommendations focused on utilizing TriMet's community spaces and communication channels to address problems in the area. This included improving bus stops and shelters for safety and incorporating aspirational messages at each stop. Sponsorships of school fairs and newsletters would be tied to specific stops, with posters and community boards providing information. Smaller community meetings would be held at key locations, partnered with organizations like the Immigrant Refugee and Community Organization (IRCO) and Sponsors Organized to Assist Refugees (SOAR), featuring graphic recording of discussions. Competitions for mural and bus wrap art involving multiple cultures and voices would be held, centered around themes like family or courage. Additionally, a language-based campaign celebrating the diversity of the Eastside would be developed and promoted across various channels.



FALL 2012

Springfield Public Library Research

Partner: City of Springfield

Instructor: Patricia Curtin

Project Description: Students worked with the City of Springfield to look for ways to encourage growth in community involvement and increase access to current library services for Springfield residents. Students conducted research on behalf of the Springfield Public Library that includes significant amounts of data from people across the community, including both current library patrons and non-patrons. Using secondary, qualitative, and quantitative research, students developed a variety of ideas to help increase involvement at the library.

Recommendations:

- Address Location Challenges: Explore options for relocating or expanding the library to better serve residents and the growing population, particularly those in eastern parts of the city, where accessibility is limited.
- Promote E-Book Services: Increase awareness and usage of the library's online catalog and e-book services through targeted advertising and staff training to assist patrons with utilizing these resources effectively.
- Expand Computer Access: Recognize the popularity of computer stations and consider increasing their number to accommodate user demand.
- Diversify Events and Activities: Extend the success of children's events to other age groups, particularly young adults, by offering a variety of engaging activities to foster community support.
- Enhance Social Media Presence: Improve the library's online engagement by creating more interactive social media platforms and considering the recruitment of social media interns to manage these channels effectively.
- Advertise Special Events: Increase promotion of library events and activities to raise awareness and attract participation, potentially through enhanced news coverage and targeted advertising efforts.



WINTER 2011

Minto-Brown Island Park Citizen Communications Strategy

Partner: City of Salem

Instructor: Al Stavitsky

Project Description: Minto-Brown Island Park offers various attractions such as trails, picnic spots, natural preserves, and off-leash dog areas, making it popular among diverse visitors. As part of the Sustainable City Year program, University of Oregon students from the Landscape Architecture department devised a plan to enhance the park's amenities. In parallel, students from this course addressed conflicts among a small portion of park visitors. The communication plan, developed through collaboration with city leaders, identified key issues and proposed strategies to mitigate conflicts. The goal is to raise awareness of the park's significance and foster a collective commitment to its preservation, ensuring a better park experience for all visitors.

Recommendations: The recommendations for improving Minto-Brown Island Park's visitor experience encompassed several strategic approaches, including:

- Enhancing signage throughout the park to promote safety and awareness of park rules, particularly regarding dog areas and bicycle paths.
- Expressing gratitude towards volunteers through regular gatherings and public recognition aims to maintain and expand volunteer involvement.
- Instituting an annual park clean-up day to help foster community engagement and improve park conditions.
- Forging partnerships with local businesses to facilitate information dissemination and enhance park amenities.
- Distributing brochures or cards to relevant businesses to increase park awareness among the community.

These recommendations prioritize essential actions within current budget constraints while also considering potential enhancements in scenarios with increased resources, ensuring a comprehensive approach to enhancing the park experience.



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